



Calumet County Will Host 66th Alice in Dairyland Finals

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MADISON – There were two big announcements Saturday evening at the Alice in Dairyland Finals in Grant County. Rochelle Ripp of Lodi was named the 65th Alice in Dairyland and Calumet County was selected as next year's host for the 66th Alice in Dairyland finale in 2013.

"I am pleased to announce that Calumet County will be the site for the 66th Alice in Dairyland Finals next year on May 8-10," said Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel. "Calumet County will have the opportunity to showcase its diverse agriculture businesses while hosting the many events involved with the selection of Wisconsin's agriculture ambassador."

Each year, the Alice in Dairyland Finals rotate to a different county. To be selected, Calumet County needed to submit an application form identifying why they wished to host the finals, resources available, potential tour and event sites, capability to find volunteers and ability to raise funds. In 2013, Calumet County will host a two-day briefing in March as well as the three-day Finals, which includes agri-business tours, question and answer sessions, interviews and selection finale.

"We are very excited to have the opportunity to showcase Calumet County's agriculture industries. The Alice program gives tremendous exposure to Wisconsin agriculture. Hosting the Alice Finals will allow our local businesses to highlight their products and services to a statewide audience," said Jennifer Meyer of Calumet County. "It's also fun to be part of an event filled with such rich history. Calumet County is proud to show our support of the Alice in Dairyland Program."

Calumet County is home to more cows than people. Located in east-central Wisconsin, agriculture generates \$1.17 billion of the county's total business sales and provides over 4,000 jobs in the county. While dairy farming and dairy processing continue to be key agricultural industries in Calumet County, additional top commodities include grain and cattle and calves.

Alice in Dairyland is a one-year contract position with DATCP. As one of the most recognizable spokespersons of Wisconsin agriculture, Alice in Dairyland travels Wisconsin educating media, students and communities about this \$59 billion industry.

For more on the Alice in Dairyland program, visit http://datcp.wi.gov/Business/Alice_in_Dairyland. You can also connect with DATCP on Twitter at twitter.com/widatcp or Facebook at facebook.com/widatcp.

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